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REMARKS

The applicants have carefully reviewed the official action mailed on May 1, 2007, and the references cited therein. In view of the foregoing amendment and the following remarks, the applicants respectfully request reconsideration of this application. Claims 11-14, 16-19, 26-43, 45, 46, 49-52 and 59-64 remain pending in this application. In the official action, the examiner maintained the restriction requirement as proper and final. The applicants had previously elected claims 11-14 and 16-19 and, thus, claims 26-43, 45, 46, 49-52 and 59-64 are withdrawn from consideration.

As an initial matter, the applicants maintain this traversal of the restriction requirement for at least the reasons set forth in the previous response filed on January 24, 2007. Accordingly, the applicants reserve their rights to petition the restriction requirement in this application.

With regard to the objection to claim 14, the applicants have amended claim 14 to obviate the informality objection regarding the lack of prior recitation of "the predetermined threshold."

Turning to the art rejections, claims 11-14 and 16-19 were rejected as unpatentable over Zigmond et al. (US 6,698,020) in view of Knee et al. (US 2002/0095676). Regarding independent claim 14, as stated in the official action, Zigmond et al. fail "to specifically disclose calculating a similarity score for each of the advertisements, discarding advertisements having a similarity score less than or equal to the threshold and displaying the advertisements based upon the similarity scores." See, page 4. Indeed, Zigmond et al. do not describe calculating, or utilizing in any way, a similarity score based on a comparison between advertisement attribute information and a selection history that is based on program attribute information. Because no such similarity score is taught, Zigmond et al. do not describe any operation that depends on a threshold similarity score. Rather, Zigmond et al. describe selecting an advertisement from a set

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of unscored advertisements using unspecified selection criteria, and only generally describe that advertisements may be pre-filtered without describing a particular method or process of filtration. Accordingly, the applicants concur with the examiner's assertion that Zigmond et al. fail to describe calculating a similarity score and displaying or discarding advertisements based on a threshold similarity score as recited in claim 14.

Further, as stated in the official action mailed on March 25, 2004, Knee et al. fail to describe "storing information having a similarity score greater than a predetermined threshold similarity score and discarding information having a similarity score less than or equal to the predetermined threshold similarity score." *See*, page 6. Indeed, Knee et al. do not describe such an operation, as the similarity scores recited in claim 14 are not described by Knee et al. Rather, Knee et al. describe making a series of comparisons between advertisement demographic information and a demographic profile of a user. *See*, Fig. 5, element 72. In contrast, the similarity scores recited in claim 14 of the present application are based on program and advertisement attributes, regardless of the demographic characteristics of the user. In fact, the method recited in claim 14 eliminates the need to generate the demographic profiles required by the system taught in Knee et al. Thus, any comparisons made in Knee et al. cannot constitute the similarity scores and the manner in which these scores are utilized, as recited in claim 14.

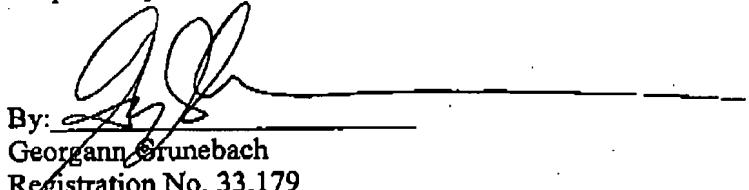
In sum, as asserted by the examiners in the current and previous official actions, and agreed upon by the applicants, both Zigmond et al. and Knee et al. fail to describe displaying or discarding advertisements based on a threshold similarity score, as recited in claim 14 of the present application. Moreover, the art of record fails to describe calculating a similarity score that is based on a comparison of advertisement and program attribute information. Thus, no combination of the art of record can render claim 14 obvious. Accordingly, claim 14 and all claims dependent thereon are now in condition for allowance.

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The Commissioner is hereby authorized to refund any overpayment and charge any deficiency in the amount enclosed or any additional fees which may be required during the pendency of this application under 37 CFR 1.16 or 1.17 to Deposit Account No. 50-0383. A copy of this paper is enclosed.

Respectfully submitted,

By: 
Georgann Grunebach
Registration No. 33,179

Date: July 2, 2007

The DIRECTV Group, Inc.
CA/LA1/A109
2230 E. Imperial Highway
El Segundo, CA 90245-0902
Telephone No. (310) 964-4615